

Message Text

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PAGE 01 STATE 022117

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ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 CIAE-00 EB-07 INR-07 LAB-04

NSAE-00 PA-02 RSC-01 SIL-01 USIA-15 PRS-01 /049 R

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DRAFTED BY: COMM/BIC/OIM: FMOLNAR

APPROVED BY: EB/OCA/REP: JBRABENS

COMM/BIC/OIM: BCAHILL

ARA/ECP: MR LACEY

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R 302242Z JAN 75

FM SECSTATE WASHDC

TO AMEMBASSY BUENOS AIRSE

UNCLAS STATE 022117

E.O. 11652: N/A

TAGS: BEXP, AR

SUBJECT: EVENT SCHEDULE FOR REMAINDER OF FY 1975 AND FY 1976

REF: B.A. 9158

1. COMMERCE CONCURS IN PROPOSED EVENT SCHEDULE. NO MAJOR CONFLICT WITH USDOC WORLD WIDE PROMOTION EVENT IS APPARENT EXCEPTING THE INDUSTRIAL LABORATORY TESTINGS AND PROCESS CONTROL INSTRUMENTATION EXHIBITION SCHEDULED FOR BUENOS AIRES IN APRIL OF 1976.

2. SIMILAR PRODUCT THEME EVENTS ARE SCHEDULED DURING APRIL, MAY, JUNE OF 1976 AT THE US TRADE CENTERS IN FRANKFURT, VIENNA, TEHERAN, AND TOKIO, IN ADDITION TO A COMMERCE SPONSORED PARTICIPATION AT LEIPZIG. WE THEREFORE RECOMMEND THIS EVENT BE ADVANCED TO DECEMBER 1975 OR DEFERRED UNTIL FY 77. WE UNDERSTAND THIS POST ORGANIZED MULTIFIRM EXHIBITION IS NOT DIRECTLY RELATED TO ANY OTHER ARGENTINE EVENT. COMMERCE WILL GLADLY ASSIST IN FOLLOWUP WITH CALLS TO US FIRMS IDENTIFIED BY THE POST AS INTERESTED IN THE EVENT.

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PAGE 02 STATE 022117

3. THE CHEMICAL INDUSTRY TRADE MISSION IS SHAPING UP WELL

WITH PROCUREMENT TO BE COMPLETED SHORTLY. THE PLASTICS INDUSTRY CATALOG SHOW IS PRESENTLY UNDER PROCUREMENT. OUR TARGET IS FOR 100 CATALOGS WITH THE BULK OF THE FIRMS REPRESENTING MACHINERY AND EQUIPMENT MANUFACTURERS. IN ADDITION WE DO EXPECT CATALOG RELATED TO SEMI-FINISHED PLASTIC PRODUCTS AND FOR SPECIALIZED EQUIPMENT RELATED TO THE USE OF PLASTICS IN THE PACKAGING INDUSTRY. THE CATALOG EXHIBITION PLAN SUMMARY IS BEING SUBMITTED UNDER SEPARATE COVER.

4. THE WORKLOAD OUTLINED FOR MARKET RESEARCH IS QUITE EXTENSIVE AND SHOULD EFFECTIVELY SUPPORT ONGOING CAMPAIGNS AND CAMPAIGNS TO BE SCHEDULED FOR FY 1976. WE ARE PLEASED THAT TWO TARGET INDUSTRY THEMES, ENVIRONMENTAL CONTROL AND PROCESS CONTROL ARE IDENTIFIED FOR FY 1976. THE LATEST MARKET RESEARCH RECEIVED BY OIM IS ON SHIPPING AND SHIPBOARD EQUIPMENT IDENTIFYING AN ESTIMATED DOLS 75,MILLION MARKET FOR THE NEXT THREE YEARS PERIOD. CONSIDERATION WILL BE GIVEN FOR A CATALOG SHOW, OR TRADE MISSION EVENT FOR THIS PRODUCT CATEGORY. KISSINGER

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